



## KEYNOTE INTRODUCTION SCRIPT

This script is provided to allow the event host to introduce Allister Frost to the stage. Do not amend any part of this script or ad lib your introduction. Please allow 60 seconds in the event schedule to read out this script exactly as provided.



**It's my pleasure to now introduce our keynote speaker.**

**Today's speaker is a multi-award-winning marketing and communications expert who has worked at the top of companies including Kimberly-Clark and Microsoft.**

**Having swapped soft tissues for software, he's now here to inspire us to confidently grab the future with both hands.**

**It can be exhausting keeping up with the accelerating pace of change in our technology-fuelled world. New buzzwords, smart gadgets and trending topics fly at us every day, and it's understandable that we sometimes shy away from leaping onto the next new thing that comes along.**

**Our keynote speaker is here to share the secrets of thriving in perpetual ambiguity. He has launched world-leading software with Bill Gates, transformed the leadership mindset inside companies including GE, 3M and the BBC, and now inspires audiences around the world to embrace technological change with both enthusiasm and hope.**

**Please welcome twice winner of the UK Digital Marketing Personality of the Year,**

**...the Digital Optimist, Allister Frost.**

